

This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims:

1. (Currently Amended) A system for measuring and recording user data in a communications network and associating the user data with demographic data of the user, the user being able to access a user computer processing means having browser means, the system comprising:

~~a data processing meansprocessor for receivingto receive, from thea browser, means a measurement record after the user accesses a part of the network having a portion of measurement code embedded therein; the data proeessing meansprocessor to determiningdetermine from the received measurement record whether a survey identified by a survey identifier included in the measurement record whether a survey has been presented to the user; whereupon if, when the survey identifier is not detected, the data processing meansprocessor forwards to forward a survey initiation code together with a compatible measurement code to the user in order to complete a survey including a request for the demographic data of the user;~~

~~the system further comprising:~~

~~a first electronic storage means for receivingto receive survey data of the user including the demographic data and the measurement record of the user, each being linked to the another and the survey data and the measurement record identified through a user identification code; whereupon an interested party has access to information based on the measurement record and, the survey data of the user for the purpose of ascertainingto provide information about the user in a market segment.~~

2. (Currently Amended) A system according to claim 1, wherein prior to the data processing meansprocessor receiving the measurement record from the browser means, the browser means executes to execute the portion of measurement code embedded in the accessed part of the network and sends to send a request to the data proeessing meansprocessor.

3. (Currently Amended) A system according to claim 2, wherein the data proeessing

~~means processor delivers~~ is to deliver the compatible measurement code to the browser means after receipt of the request.

4. (Currently Amended) A system according to claim 1, and further comprising: second electronic storage means for storing to store the survey data, including and demographic data, of the user.

5. (Cancelled)

6. (Currently Amended) A system according to either one of claims ~~claim~~ 4, wherein the second electronic storage means is to receive linked to the data processing means, in the form of a data collection node, for receiving the survey data of the user from the data processor.

7. (Currently Amended) A system according to claim 1, wherein the first electronic storage means is to communicate with linked to the second electronic storage means for receiving to receive the survey data of the user and the first electronic storage is also linked to communicate with the data processing means processor for receiving to receive the measurement record.

8. (Currently Amended) A system according to claim 7, wherein the first electronic storage means comprises a market clickstream database.

9. (Currently Amended) A system according to claim 1, wherein the first electronic storage means processes and assembles to process said the information for the interested party based on the survey data and measurement record of the user, and forwards to forward the information to an online reporting database.

10. (Currently Amended) A system according to claim 9, wherein the online reporting database is then accessed by the interested party to is to provide access to the information.

11. (Currently Amended) A system according to claim 10, wherein the online reporting database is to provide access to the information is retrieved by the interested party by compiling in response to a set of queries.

12. (Original) A system according to claim 1, wherein the measurement record includes the user identification code.

13. (Original) A system according to claim 1, wherein the measurement record includes a cookie including the user identification code.

14. (Currently Amended) A system according to claim 13, wherein the cookie includes the survey identifier, and upon detection of the survey identifier, the survey identified by the survey identifier is not delivered to the user browser means.

15. (Currently Amended) A system according to either one of claims claim 13, wherein, where the survey initiation code is forwarded to the user browser means, the survey initiation code is appended to the measurement code forwarded by the data processing meansprocessor and the cookie applied to the browser means.

16. (Currently Amended) A system according to claim 15, wherein once a survey is completed by the user, the survey is then appended to or tagged associated with the user cookie and returned to the data processing meansprocessor for storage in the second electronic storage means.

17. (Currently Amended) A method of measuring and recording user data in a communications network and associating the user data with demographic data of the user, the user being able to access a user computer processing means having browser means, the method comprising the steps of:

the user accessing a part of the network having a portion of measurement code embedded therein;

forwarding a measurement record from ~~thea~~ browser means to a data processing meansprocessor in response to a portion of measurement code embedded in media content;

determining from the received measurement record whether a survey identified by a survey identifier has been presented to the user;

whereupon ifwhen the survey identifier is not detected, transmitting survey initiation code is forwarded with compatible measurement code to the user in order to complete a survey including the demographic data of the user; and

forwarding the completed survey response data and the measurement record to a first electronic storage means, each linked bywherein the survey response data and the measurement record are identified by a common user identification code; such that an interested party has access towherein information based on the measurement record and the survey response data of the user for the purpose of ascertainingare provided to ascertain information about the user in a market segment.

18. (Currently Amended) A method according to claim 17, and further including the step of:further comprising, upon detection of ~~a~~the survey identifier, the survey data is stored in the first electronic storage means available for retrieval or processing.

19. (Original) A method according to claim 18, wherein the stored survey data is identified by the common user identification code to enable the survey response data to be used in conjunction with the measurement record.

20. (Currently Amended) A system for measuring and recordingto measure user data in a communications network and associatingto associate the user data with demographic data of ~~thea~~ user, the user being able to access a user computer processing means having browser means, the system comprising:

a first electronic storage;
a data processing meansprocessor for receivingto receive from thea browser means a measurement record after the user accesses a part of the network having a portion of measurement code embedded therein;wherein the data processing meansprocessor determinesto determine from the received measurement record if the

survey identified by a survey code included in the measurement record whether a survey has been presented to the user and has been completed by the user; wherein the data processor to forward the measurement record containing at least a portion of the user data to the first electronic storage, where the survey has been completed by the user and survey data stored in a first electronic storage means, the measurement record, containing a portion of the user data, is forwarded to the first electronic storage means; at least one of the measurement record and the survey data; including demographic data of the user, being identified by a user identification code; and wherein an interested party has access to information based on the measurement record and the survey data of the user for the purpose of ascertaining ~~are to provide~~ information about the user in a market segment.

21. (Currently Amended) A system according to claim 20, wherein compatible measurement code is to be sent from the data processing means ~~processor to the browser means in order to measure and record~~ user data of the user as the user accesses various portions of the network.

22. (Original) A system according to claim 21, wherein the network is the Internet.

23-25. (Cancelled)